



31 October 2011

Warrington youngsters declare outdoor event a massive success...

A group of 12 young people from Longford in Warrington have declared a three day residential programme they attended during the October half-term a massive success. The event was organised by **Golden Gates Housing Trust (GGHT)** as part of its Longford project and followed the award of a €2,500 funding grant from The North Face® to help children and families explore the outdoors.

Staff from GGHT worked with Successfactory™ in Chester to develop an action packed three days for the youngsters. The event gave them an opportunity to support the local community by planting and naming their own trees, while exploring the great outdoors. The youngsters also built their own shelters from natural resources, before preparing their own food and sleeping in the shelters under the stars. Martin Peterson from Successfactory™, commented: "It has been an amazing 3 days and it was really rewarding to see the young people achieve so much success. We provided a series of tough challenges and they gave it their all!"

GGHT was selected from hundreds of applications to deliver this project because of the quality of their application and its ability to link into the wider objective of the Trust's Longford project. Funding for the event was also provided by one of GGHT's partners the Sure Group and the Warrington Federation of Tenant and Resident Associations who provided transport to and from the event for the young people and their parents. Successfactory™ also provided a subsidy towards the event.

GGHT Chief Executive Peter Mercer was on hand to present awards to the children at the end of the event. Speaking at the presentation, he said: “We are delighted to have received this grant and to be recognised as part of the national movement to inspire young people to explore the outdoors. It has been really rewarding to see the young people having developed their confidence over the three days and we look forward to working with them and their families as part of our project to improve their local area.”

The Longford project aims to increase engagement with adults and young people living in the area to improve their quality of life. This event shows the innovative ways in which GGHT and its partners are working to break down barriers and have a real impact on residents living in this area.

Eric Pansier, Marketing Director The North Face® EMEA and member of the application review team, commented: “For more than 40 years, we have tried at The North Face® to inspire people to go outdoors through our athletes, our expeditions or our event programs. The time has come now to play an even bigger role, to make a difference by initiating a global movement of outdoor participation. The North Face® Explore Fund™ program is the first pivotal building block of a long-term commitment to help people enjoy the thrill of being active in a beautiful natural environment. I am looking forward to see those first funded projects turned into action to help kids, the future explorers, discover nature's playground.”

To learn more about Golden Gates Housing Trust and the Longford Quality of Life project visit www.gght.org.uk

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About Golden Gates Housing Trust

Golden Gates Housing Trust (GGHT) launched on 29 November 2010, formed as part of the Stock Transfer of 8,700 homes from Warrington Borough Council. The transfer converted the successful Arms Length Management Organisation Golden Gates Housing into a registered provider of social housing.

GGHT will be investing around £105M in tenants' homes and neighbourhoods over the first 5 years and £530M over 30 years to deliver the "Warrington Standard". This Standard has been developed by GGHT's tenants to ensure that improvements and investment is prioritised in the areas that tenants have said are a priority. Plans include the installation of double glazing and secured front and rear doors in all properties over the next five years as well as environmental improvements such as fencing, gates and lighting.

About The North Face Explore Fund™

The North Face® Explore Fund™ is a grant program committed to supporting non-profit, community organizations that break down the barriers preventing children and families from experiencing the outdoors. The Explore Fund, administered by The Outdoor Foundation, finds, engages and provides funding for new partners that help further the mission of inspiring the next generation of explorers and conservationists by helping them discover nature's playground.

For more information, please visit the dedicated website:

The Explore Fund™ <http://explorefund.eu>

About Successfactory™

Successfactory™ is committed to providing inspirational learning solutions that make a real difference. Based in an innovative learning venue near Chester they provide leadership and team development solutions for major brands such as Bupa, Bentley, M&S, Unilever, B&Q, Samsung, O2, Vauxhall, and Coca Cola to name a few. As part of their quest to make a real difference to society they also provide subsidised learning for youth groups and charities. For more information visit www.thesuccessfactory.co.uk